



Tyāga Marketing

(Request for Proposal)

In the context of music/promotional marketing, using a Request for Proposal (RFP) can be beneficial for engaging third-party services, such as marketing agencies or creative teams. Here's how the process may unfold:

1. Identifying Needs:

- Determine specific marketing goals and promotional requirements for your music business.

- Outline areas where external expertise or resources are needed, such as digital marketing, social media campaigns, branding, or content creation.

2. Drafting the RFP:

- Clearly articulate your business objectives, target audience, and the scope of work you're seeking.

- Specify any preferences, such as experience in the music industry or familiarity with artist promotions.

- identify targeted affiliates and potential sponsors for each project, company and artist.

3. !!! Teams Involved:

- Develop Marketing Team:

Collaborates on defining marketing objectives, strategy, and requirements.

- Legal Team: Reviews and ensures legal compliance in contracts and agreements.

- **Executive/Management Team:**

Approves the decision and aligns the external services with overall business goals.

- Advisory board: can be called on for advice. Meetings should be held periodically and strategy or developmental incentives should be focused on engagements, interdependence, and fostering development or collaboration.

4. RFP Distribution:

- Share the RFP with potential third-party providers who specialize in music marketing, advertising, or promotions.

5. Vendor Evaluation:

- Evaluate proposals based on criteria like experience, creativity, proposed strategies, and cost.
- Consider the team's understanding of the music industry and their ability to align with your brand.

6. Selection Process:

- Involve key decision-makers in the selection process to ensure alignment with the company's vision and goals.
- Conduct interviews or presentations with shortlisted vendors to assess their capabilities further.

7. Contracting:

- Work with the legal team to finalize contracts, ensuring that terms, deliverables, and expectations are clearly defined.

8. Collaboration:

- Once a vendor is selected, establish clear lines of communication between your internal teams and the external partner.
 - Regularly review progress, provide feedback, and ensure the collaboration aligns with your marketing strategy.
- By incorporating an RFP into your promotional marketing strategy, you can effectively identify and onboard external partners that complement your strengths and contribute to the success of your music business.

To enhance your marketing strategy for your music publishing and label business, consider integrating your website on WordPress with HubSpot for seamless management of email lists. Utilize HubSpot's tools for targeted marketing campaigns and audience engagement. Develop a cohesive branding strategy for your third brand endorsement company with Barron, ensuring alignment with your overall music business. Leverage your expertise in music production to create compelling content and engage your audience across platforms. Maintain a consistent online presence and explore collaborations to expand your reach in the music industry.

1. RFP for Marketing:

- If you're seeking external assistance for marketing, advertising, or promotional campaigns, you would prepare an RFP for marketing services. Share it with potential marketing agencies or creative teams.

2. Key Teams Involved:

- Internal stakeholders involved in the process include your marketing team, executives, and potentially legal advisors. The marketing team

collaborates on defining goals and requirements, while executives provide strategic alignment, and legal advisors ensure the contract meets legal standards.

3. Vendor Selection:

- After receiving proposals from marketing agencies, you would evaluate them based on criteria like experience, proposed strategies, and cost. The decision-making process involves collaboration between your internal teams.

For accounting needs within your own business (e.g., managing financial records, tax compliance), you typically don't use an RFP. Instead, consider hiring or consulting with accountants directly without the formal RFP process. In summary, use an RFP to engage external vendors, such as marketing agencies, while internal accounting needs can be addressed by directly hiring or consulting accounting professionals.

CONSTITUTION OF TYĀGA MEDIA AND

ENTERTAINMENT SOCIETY



This Constitution establishes the foundational governance and operational guidelines for Tyāga, an organization dedicated to the promotion and advancement of artistic and musical performance, media, entertainment, Web 3.0 technologies, and related fields.

Article I: Name and Purpose

Section 1: The name of the organization shall be Tyāga Media and Entertainment Society (hereafter referred to as "Tyāga").

Section 2:

The purpose of Tyāga shall be:

- To facilitate the creation, capture, and dissemination of artistic and musical performances.
- To engage in publishing, marketing, and artist promotions.
- To foster increased awareness of its associated communities and society at large.
- To provide opportunities for employment, productions, and events within media, entertainment, and Web 3.0 sectors.

Article II: Membership

Section 1: Membership eligibility and criteria shall be defined and maintained by the Board of Directors.

Section 2: The rights and responsibilities of members shall be detailed in the Operating Procedures Manual, to be reviewed annually.

Article III: Executive Board and Officers

Section 1: The governance structure shall consist of an Executive Board, which includes the following officer positions:

1. Chairperson – CHRISTOPHER MICHAEL CANNON

2.

Chairperson – **Alumni and University Relations**

4. Chairperson – **Industry Relations**

5. Chairperson – **Finance**

Section 2: Each officer's powers and responsibilities shall be as follows:

- Event Planning and Communications:
Oversees event organization, society communications, membership, and education and recruitment.

- Christopher Cannon & Barron Jones:
Manage internal operations, inter-company operations of (Precast

Company) and (Dr Motiers Merchants), (CCM) and (CCA)

- Industry Relations: Establishes connections with related sister industries for learning opportunities and employment.
- Finance: Manages the society's budget and coordinates fundraising efforts.

Article IV: Meetings

Section 1: General meetings and Board meetings shall occur regularly as scheduled by the Executive Board.

Section 2: Special committees can be established for the organization of specific events or initiatives.

Article V: Voting

Section 1: Each member is entitled to one vote on matters at general meetings.

Section 2: Decisions shall generally be made by a simple majority unless otherwise stated in this constitution.

Article VI: Selection and Removal of Board Members

Section 1: Board members will be selected annually with terms and processes detailed in the Operating Procedures Manual.

Section 2: Resignation from the Board must be submitted in writing.

Section 3: Removal from the Board requires a unanimous vote from the remaining Board members, excluding the member in question.

Article VII: Amendments

Section 1: Amendments to the Constitution require a two-thirds majority vote at a general meeting, with at least one week's prior notice given to members.

Article VIII: Legal and Compliance

Section 1: Legal Provisions

- Tyāga will operate in full compliance with all applicable laws and regulations that govern corporate entities within the media and entertainment industries, as well as any other sectors it participates in.

- A Legal Provisions Register will be maintained, detailing all relevant legal and regulatory requirements. This register will be audited annually by a designated Legal Affairs Officer, appointed by the Board of Directors.

Section 2: Regulatory Compliance

- A Compliance Officer will be appointed to oversee the adherence of Tyāga to the relevant corporate, labor, tax, intellectual property, and media broadcasting laws. This officer will also ensure that all members and employees are informed about these legalities.

- Tyāga will conduct regular compliance audits, the results of which will be reviewed by the Board of Directors. The Board will take appropriate action based on these audits to maintain legal and regulatory conformity.

Section 3: Reporting and Documentation

- Tyāga will keep detailed records of all corporate activities, financial transactions, and decisions. Mandatory reports will be filed with regulatory authorities in accordance with federal and state law.

- All contracts, licenses, and legal agreements will be professionally drafted, reviewed, and stored in a secure, organized manner to ensure their confidentiality and integrity.

Article IX: Dissolution

Section 1: Initiation of Dissolution

- The dissolution of Tyāga can be initiated by a resolution passed by a supermajority vote of the shareholders, consistent with the bylaws and the shareholder agreement.
- Such a resolution shall only be entertained during a general meeting with the requisite notice given to all shareholders, as stipulated in the bylaws.

Section 2: Asset Liquidation and Distribution

- In the event of dissolution, the corporation's assets will be liquidated under the supervision of a Dissolution Committee, appointed by the Board of Directors. The committee will ensure that all liabilities and obligations are settled prior to any distribution.
- Remaining assets, after all debts and liabilities have been paid, will be

distributed to the shareholders in proportion to their shareholdings, or in a manner consistent with the provisions of the bylaws or the shareholder agreement.

Section 3: Final Reporting

- A comprehensive final report will be compiled by the Dissolution Committee, documenting the dissolution procedures and the disposition of assets.
- Upon completion of the dissolution process, necessary records and documents will be retained or archived in compliance with corporate governance standards and state law regarding corporate record retention.

- Rights and privileges associated with each category of membership.

- Procedures for member resignation and termination.

Based on the constitution of the Tyāga Media and Entertainment Society, the bylaws and shareholder agreement would serve as complementary documents that detail the specific rules by which the corporation operates and the rights and obligations of the shareholders, respectively. While the constitution sets the broader framework and principles, the bylaws and shareholder agreement would include more detailed provisions. Here are some examples of what these documents might contain, derived from the constitution's principles:

Bylaws of Tyāga Media and Entertainment Society

1. Membership

- Criteria for membership, including eligibility, application process, membership categories, and dues.

2. Board of Directors

- Specific procedures for the nomination, election, and term lengths of Board members.

- Detailed powers and duties of each officer on the Executive Board.

- Protocols for Board meetings, including frequency, notice requirements, quorum, and voting rules.

3. Meetings

- Procedures for calling, conducting, and documenting annual general

meetings, special meetings, and Board meetings.

- Rules for the establishment and operation of special committees.

4. Voting

- Clarification of voting rights for different classes of members, if applicable.

- Procedures for proxy voting and absentee ballots.

5. Amendments

- Process for proposing amendments to the bylaws, including notice requirements and voting procedures.

6. Conflict of Interest

- Policies to manage conflicts of interest among Board members and officers.

7. Fiscal Policies

- Fiscal year definition.
- Budget approval process.
- Financial reporting and auditing requirements.

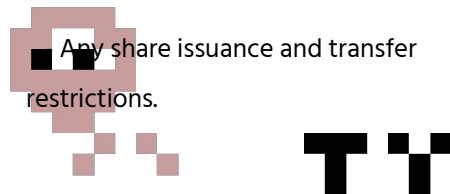
8. indemnification

- Provisions to indemnify Board members and officers against liabilities arising from their organizational duties.

Shareholder Agreement of Tyāga Media and Entertainment Society

1. Share Structure

- Types of shares issued by the corporation and the rights and restrictions attached to each class.



2. Shareholder Rights

- Shareholder rights regarding access to corporate information.
- Voting rights and procedures for shareholder meetings.

3. Dividend Policies

- Policies on how and when dividends will be distributed.

4. Buy-Sell Agreements

- Agreements governing the sale or transfer of shares among shareholders, such as first-right-of-refusal or buyout terms.

5. Dispute Resolution

- Procedures for handling disputes among shareholders or between shareholders and the corporation.

6. Management and Control

- How the corporation will be managed and how control is apportioned among shareholders.

7. Exit Strategy

- Pre-agreed procedures and valuation methods for buying out shareholders or selling the corporation.

8. Dissolution

- Mechanism for the initiation of dissolution that complements the constitution's Article IX.

Pitch for Investors - Tyāga Label and The Trappist System App:

Esteemed investors, greetings and welcome.

Today, I am excited to present to you a groundbreaking opportunity to revolutionize the digital entertainment industry with Tyāga Label and our flagship product, The Trappist System App, exclusively designed for Apple devices.

1. Inspiration from The Trappist System:

- The Trappist System, a captivating real place in space, serves as the inspiration behind our immersive application experience. Drawing parallels between the wonders of space and the boundless possibilities of digital entertainment, The Trappist System App offers users a unique journey into the unknown, blending music, art, and technology in unprecedented ways.

2. Leveraging Logic Pro X's Alchemy Channel Strip Settings:

- Our decision to exclusively target Apple devices is rooted in the deep integration with Logic Pro X, particularly its Alchemy channel strip settings. This integration allows us to offer a seamless and intuitive music creation experience for users familiar with Logic Pro X, leveraging their existing skills and preferences to create music that transcends traditional boundaries.

3. Addressing the Need for Better Apps on Apple Vision Pro:

- We recognize the growing demand for high-quality apps on Apple Vision Pro and the frustration among users with the current app offerings. By exclusively releasing The Trappist System App on Apple devices, we aim to fill this void and provide users with a compelling and innovative entertainment experience that showcases the full potential of Apple's ecosystem.

4. Advantages of Exclusivity with Apple:

- By exclusively targeting Apple devices, we not only tap into a vast and loyal user base but also benefit from Apple's strong brand reputation and commitment to innovation. Moreover, the deep integration with Logic Pro X and other Apple technologies allows us to create a seamless and cohesive user experience that sets us apart from competitors.

5. Market Opportunity and Growth Potential:

- With the increasing demand for immersive multimedia experiences and the growing popularity of music production tools like Logic Pro X, we see a significant market opportunity for Tyāga Label and The Trappist System App. By targeting music enthusiasts, producers, and creative individuals, we aim to carve out a unique position in the digital entertainment landscape and drive growth through

strategic partnerships and targeted marketing efforts.

In conclusion, Tyāga Label and The Trappist System App represent a transformative vision for the future of digital entertainment. By leveraging the power of Apple's ecosystem, Logic Pro X's Alchemy channel strip settings, and our deep understanding of user needs and preferences, we are poised to redefine the boundaries of creativity and innovation in the music industry.

Thank you for considering this exciting investment opportunity. We look forward to partnering with you to bring Tyāga Label and The Trappist System App to new heights of success.

Youtube Series: Marketing Plan and Analysis:

1. Objective:

Utilizing Google Trends, our objective is to create targeted

marketing campaigns that resonate with potential customers, focusing on trending genres such as gospel reggae, reggaeton, and smooth jazz.

2. Understanding Purchase

Behavior:

Action: Conduct an in-depth analysis of consumer behavior within gospel reggae, reggaeton, and smooth jazz genres. Identify key factors influencing purchases, including preferences, cultural significance, and emotional connections.

Purpose: To align our offerings with consumer desires, tailoring marketing strategies to appeal to the motivations behind purchases within these genres.

3. Strategic Advantage through Fusion and Cultural Richness:

Action: Develop a series of fusion genre content that seamlessly

blends popular trends with our unique artistic and musical style.

Purpose: To leverage our strategic advantage in blending traditional and contemporary elements, creating a distinctive value proposition. This approach not only differentiates our offerings but also enhances our appeal to a broader audience drawn to the fusion of diverse musical influences.

!!! 4. Targeted Campaign

Execution:

Action: Craft targeted marketing campaigns based on the identified trends, incorporating insights from the consumer behavior analysis and highlighting the unique fusion content.

Purpose: To influence purchase behavior by aligning our messaging with customer interests, leveraging the

popularity of trending genres, and emphasizing our strategic advantage in offering culturally rich, fusion experiences.

!!!5. Multi-Channel

Engagement:

Action: Implement a multi-channel marketing approach, utilizing social media, online platforms, and collaborations with influencers within the identified genres.

Purpose: To maximize reach and engagement, ensuring our campaigns effectively resonate with diverse audiences interested in gospel reggae, reggaeton, and smooth jazz.

!!! 6. Data-Driven Iteration:

Action: Continuously analyze campaign performance metrics, customer feedback, and emerging trends on Google Trends.

Purpose: To refine and adapt marketing strategies in real-time, ensuring ongoing alignment with consumer behavior and maintaining a competitive edge in the dynamic music market.

This comprehensive marketing plan aims to not only influence purchase behavior but also capitalize on our strategic advantage in creating fusion content that blends cultural richness with popular trends. By focusing on these key points, you can craft compelling marketing pitches that effectively communicate the essence of your project and attract your desired audience.

Enhanced Journey Map:

1. Awareness Phase:

- Customers discover the fusion genre content through targeted marketing campaigns on social media, online platforms, and

collaborations with influencers within gospel reggae, reggaeton, and smooth jazz communities.

- Initial engagement with teaser content highlighting the unique blend of traditional and contemporary elements, creating intrigue among potential customers.

2. Interest & Exploration:

- Interested viewers delve into the fusion genre content, accessing full-length videos and immersive experiences on various platforms.

- In-depth analysis of consumer behavior within the identified genres influences the development of content that resonates with viewers' preferences and cultural connections.

3. Decision-Making:

- Viewers, now emotionally connected to the fusion content, decide to explore further and engage with our offerings.

- Marketing strategies are tailored to align with consumer desires, emphasizing our unique value proposition of blending traditional and contemporary elements.

4. Purchase & Support:

- Customers make a conscious decision to support our brand by subscribing, purchasing merchandise, or contributing to the creation of more fusion genre content.

- Transparent communication about how their support directly contributes to the production of culturally rich, fusion experiences.

5. Utilization & Community

Building: - Customers gain

exclusive access to a community hub where they can discuss and share their experiences with the fusion content.

- Regular updates and engagement activities foster a sense of belonging within the niche community, enhancing customer satisfaction and loyalty.

6. Feedback & Iteration:

- Continuous analysis of customer feedback, campaign performance metrics, and emerging trends ensures real-time adjustments to marketing strategies.

- The fusion genre content evolves based on insights, maintaining relevance and freshness in response to dynamic consumer behavior and market trends.